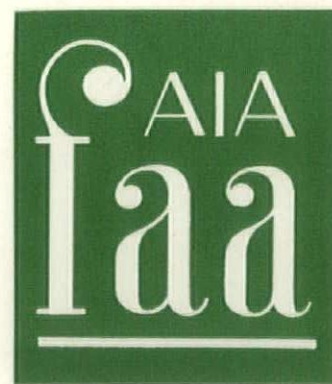


The

Florida Architect



Official Journal

FLORIDA ASSOCIATION OF ARCHITECTS
AMERICAN INSTITUTE OF ARCHITECTS

September
• 1954 •

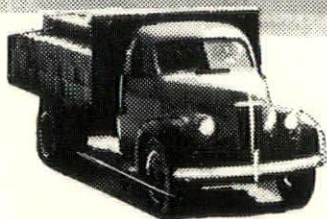
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The Florida Architect

Official Journal of the
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SEPTEMBER, 1954 — VOL. 4, NO. 5

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McMURRAY 26 MIAMI

Take the Bushel Off the Light!

Just received from Ketchum, Inc., public relations counsellors to the A.I.A., is a report on what many of the Institute's 116 Chapters are doing to further good public relations in local areas. It covers action by architects in maintaining good relations with newspapers, in providing the public with informative and entertaining exhibits of architects' work.

The report also touched on architects' participation in civic enterprises, mentioned forums and conferences in which architects have played a part, speeches they have made. It's a 14-page document, crammed full with evidence that collectively, the profession is doing many and varied things to keep itself and its work attractively before the public eye.

But in this document the word "Florida," is mentioned exactly twice — once in connection with an exhibit put on by the University's Student Chapter, again in noting that Palm Beach has developed a 15-minute radio program. *That's all!*

We know that Florida chapters are doing more in the way of furthering good local public relations than Ketchum's report would indicate. But absence of detail as to *what* is being done indicates at least two things. One is the fact that Chapters are hiding the light of their local activities under a bushel of silence! The other stems from the first. It's a lack of coordination between Chapters that means real loss of overall public relations power.

That can easily be set to right. A bit of questioning and correspondence is all it takes.

Let every Chapter Public Relations Chairman list what's being done locally by his Chapter and the results being accomplished. Then, send these lists to this magazine — *The Florida Architect*, 7225 S. W. 82nd Court, Miami 43, Florida. The editor will not only publish them in the interests of other Chapters; but he will also undertake to furnish a report on the public relations doings of *all* Florida Chapters to the Octagon in Washington and to Ketchum, Inc., in Pittsburgh.

A Florida Round-up of this kind would make good reading for the October issue. How about it, PR Chairmen? It's up to you!

Speaking of PR — a Florida South member suggests that the F.A.A. develop a Small House Bureau. Other architects' groups have been successful in bringing their talents before the public via designs of small houses. And profitably, too.

The proper kind of program could furnish newspapers of the State with well-designed small home material to replace some of the poor syndicated stuff now being used. It would bring Florida architects the kind of small house business that, through such channels, out-of-state designers are now getting. And it would do much here, as it has elsewhere, to raise the public's sights on types of designs appropriate to the Florida landscape and climate.

Florida is house-hungry. Its rate of growth indicates it will be for many years to come. Shouldn't architects be doing something to satisfy that appetite?

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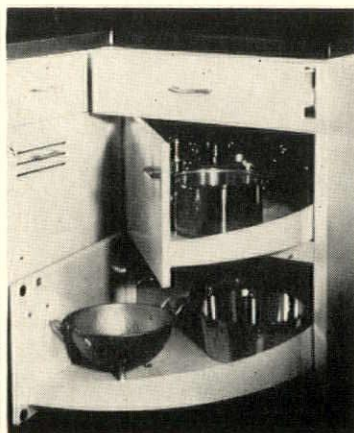
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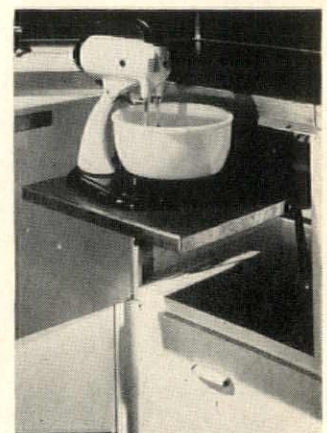
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VISION WITH A BEDROCK FOUNDATION

At the root of all human progress is willingness to co-operate. Progress is really nothing more than the vision of leadership made into an everyday reality. And the co-operation of one man with another, one organization with another one, is the bedrock on which that reality must be constructed . . . These two men, who head the two most powerful groups in Florida's huge building industry, have given leadership to a cooperative movement within that industry that may prove to be the first practical step toward the final goal of welding every element of building into one, well-knit unit.

J.C.C. Takes Its First Long Step

State-wide Joint Cooperative Committee, F. A. A.-A. G. C., gets off to a flying start at its first organizational meeting in Orlando.

A long-term dream of construction industry leaders took an important step toward becoming a reality in Orlando during the Saturday afternoon of August 14. Some twenty men had gathered together in the Tropical Room of the Orange Court Hotel. They met at noon for the purpose of organizing, at the State level, a Joint Cooperative Committee of the Florida Association of Architects and the Florida Council of the Associated General Contractors.

When their meeting ended, basic organization had been accomplished. A Permanent Chairman, G. CLINTON GAMBLE, A.I.A., F.A.A. Treasurer, had been chosen. A Vice-Chairman, W. H. ARNOLD, A.G.C., of Palm Beach, had been named. And WILLIAM P. BOBB, JR., Secretary of the

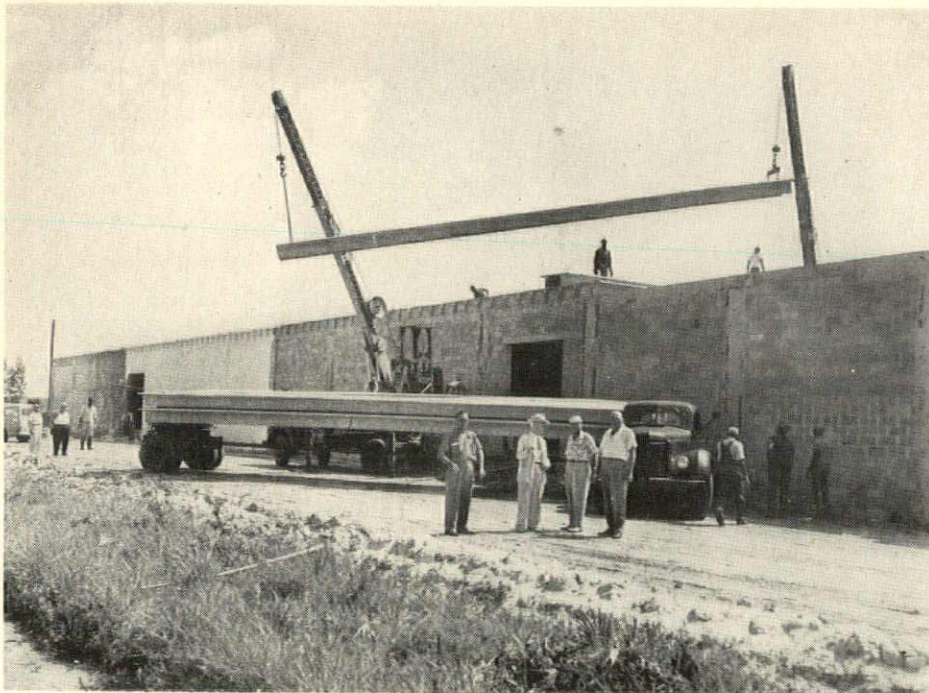
Florida A.G.C. Council, had been appointed Recording Secretary of the new organization.

Representatives of both F.A.A. and A.G.C. state-wide Chapters voted to hold two regular meetings each year, one immediately prior to the F.A.A.'s annual Convention during November, the other in conjunction with the regular spring meeting of the A.G.C. in April. As to the first formal meeting of the new State Joint Cooperative Committee, a brief discussion set it for 9:30 A. M. on Thursday, November 18, 1954, at the Pennsylvania Hotel in West Palm Beach, a date that immediately precedes formal opening of the F.A.A.'s 40th Annual Convention.

Further, they voted a modest organization fund for the new group;

discussed a program for a Joint Co-operative Committee Scholastic Award to a U. of F. College of Architecture and Allied Arts graduate; decided on a general procedure for the coordination of legislative objectives and proposals. A sub-committee of six was appointed to study the important question of bidding procedures. Another, of two, was named to study possibilities of setting up technical reference libraries in appropriate centers throughout the state. And a third, of four men working with the newly-elected permanent officers, was charged with responsibility for developing a budget to meet both the initial and developing expenses of the new organization.

These were the tangible, surface re-
(Continued on Page 12)



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Antiquity and Antipasto; Art and Aquavit

In January the John Stetsons, of Palm Beach, took off for Europe. Five months, 28,000 miles and 21 countries later they returned. Here's the story of their trip.

By JOHN STETSON, A.I.A.



When I matriculated at the University of Florida, Rudolph Weaver defined an architect as a philosopher, an artist, and a gentleman. Having done considerable philosophizing while sitting in the stern of a boat, fish pole and beer bottle in hand; and having studied under several patient and hungry souls whose chief claim to artistic fame lay in a cluttered studio and a paint-splattered smock, I decided to make every attempt to finish off the operation by becoming a gentleman.

One dictionary defines this maganimous male of the species as "*a man who lives on independent means without engaging in business, professional work, etc.*" That intrigued me. Not being engaged in a profession left me free to travel, see Europe, Egypt and the Near East. Catch! But from whence was the independent means to be derived? I'd heard it cost a minimum of \$25 a day per person to travel in Europe. My informers also said that one grew so weary that two months was a sensible limit to a trip.

Not having \$50 a day to spend, and convinced that once we arrived on the other side there would be plenty to keep us interested, my wife

and I took off January 17th for five months. This only involved farming out the children; renting the house; selling one automobile and our interest in a cruiser; getting "shots" and passport; packing clothes for skiing in Switzerland, swimming at Majorca, camel-riding in Egypt, and changes suitable for anything met from Jerusalem to Bergen, Norway—all in 66 pounds each—and arranging for delivery of a car upon our arrival in Paris.

Our little trip covered 28,000 miles, 12,500 by way of our own car and the balance by plane, bus, train and ship. We visited France, Switzerland, Spain, Italy, Austria, Germany, Holland, Belgium, Denmark, Sweden, Norway, Greece, Egypt, Lebanon, Syria, Jordan, England and Scotland. If you consider Luxembourg, Monaco and Lichtenstein as countries, then it totals twenty-one.

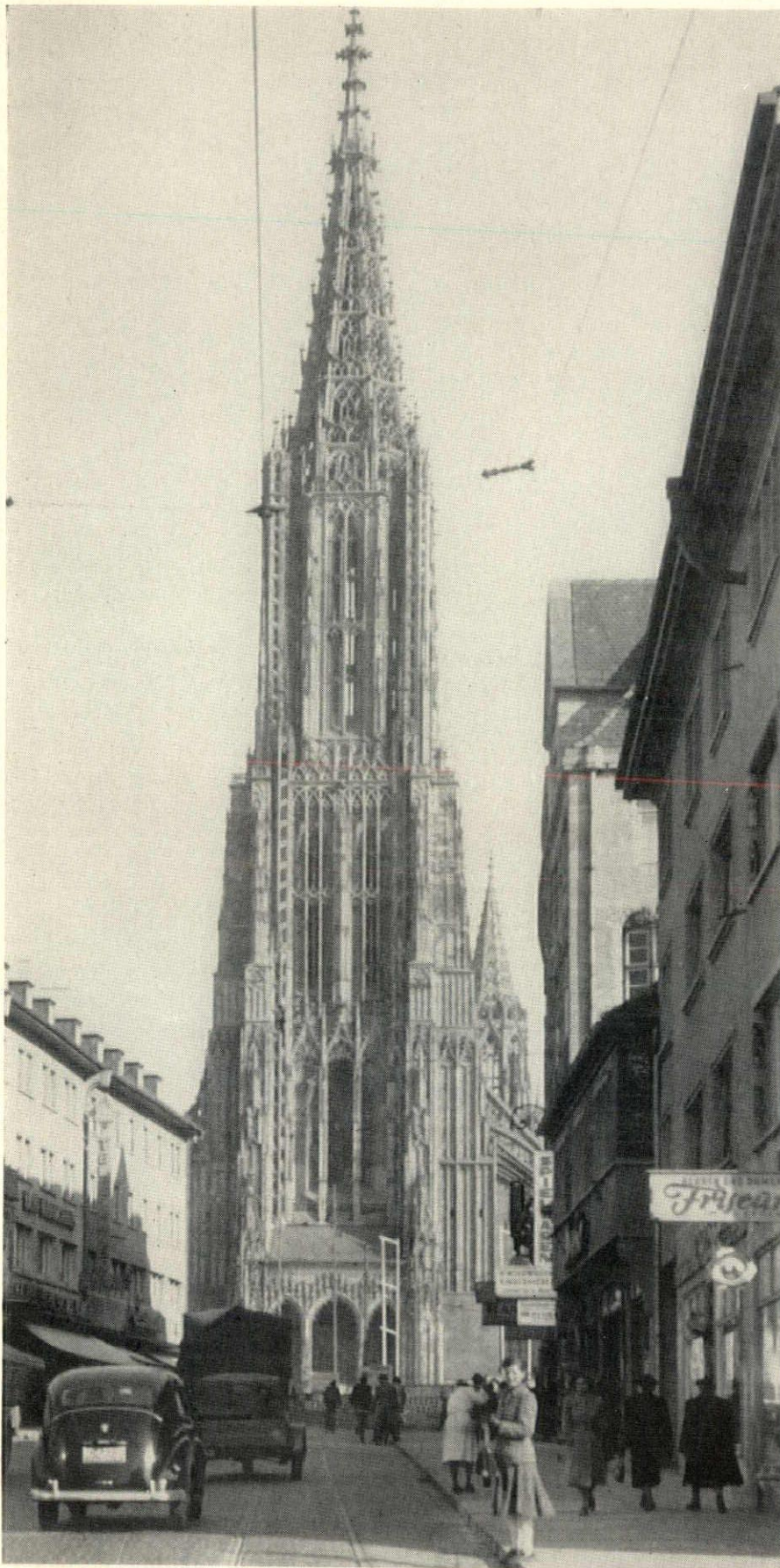
Rough? On the contrary. We returned home five months later fully relaxed, pounds heavier, and completely saturated with antiquities, art, antipasto and aquavit.

We saw just about every historical architectural relic within reach. Of them all, Baalbek proved most fascinating. The Pyramids at Giza were

too close to the end of the Cairo trolley line. The Acropolis looked like a gang of teen-aged delinquents had been turned loose with hammers. Maybe we saw too many fountains in Rome, but except for the Coliseum and the Pantheon, it was difficult to find too much of Old Rome.

Baalbek, situated as it is about half way between Beirut and Damascus in one of history's most infamous valleys, somehow still contains enough of the unconfined mystery of ancient times to make an architect pause for study and deliberation. Here—where first Cain reportedly built his house after fleeing the Garden of Eden, where later trod the prophets and still later the disciples—the Romans decided to build a series of temples to end all temples. They succeeded, in spite of the task of hauling marble from Greece and Italy and other stone from Egypt. Neither the sea journey nor 75 miles over snow-capped mountains proved more of a deterrent than did concocting the huge masses into the "cheesecake" of antiquity. Not wishing to belittle the glory that was ancient Egypt and Greece, I hasten to add that nothing has given me the feeling of profes-

(Continued on Next Page)



Dominating Ulm is a breathtaking mass of stone fabricated into an unbelievably beautiful old cathedral—the highest Gothic spire in the world.

sional reverence that our visit to these countries afforded.

In the history of architecture, thanks mainly to Sir Banister Fletcher's untiring efforts, you develop decided opinions as to what each monument will actually be. Surprisingly, you are rarely disappointed. I found a copy of the great Britisher's tome, a very handy guide book. Each country has its important buildings or ruins. Depending on the style most interesting to you, one place proves more interesting than another. It might be a quaint thatched roof cottage (now sporting a TV aerial) or a huge mass of stone delicately fabricated into an unbelievably beautiful, old cathedral called Ulm. You might become interested in the strikingly similarity between the character of an old wooden church in the mountains of Norway and Japanese pagodas. Or, maybe developments of contemporary architecture attract your attention.

Sweden has always been uppermost in my mind as the "Mama of Modern." Here I expected to find that pre-war developments had given the Swedes momentum to keep in the forefront of good contemporary development. What a surprise! Outside of Spain, France and Belgium, every country in Europe is far ahead. Look at devastated Rotterdam, or Frankfurt, Copenhagen, Oslo or Rome. One is forced to admit that even in Britain an awareness of an exciting new age of design is here.

Appearing as A.I.A. delegate to the R.I.B.A. convention at Torquay in May, I learned much of the British architect's ability toward sharp wit, good fellowship, and a thorough knowledge of what's happening outside his tight little island. I found him willing to admit that in comparison to Stuttgart, Koblenz, Mainz, Rotterdam or Bremen, no British city had really suffered severe bomb damage.

Europe is amid a tremendous rebuilding program. Madrid is unbelievably busy on construction. Rome is spreading so fast it takes an hour to ride through one side of its outskirts on the train. Copenhagen threatens to absorb all of Denmark. Even far-off Damascus presents a new face. There an entire new city surrounds the old. Standing on one of the bridges across the Nile, Cairo

could pass for Miami Beach to the casual observer.

Paris! No doubt it's beautiful, but I had a feeling of sadness. Here a once-beautiful woman sat—wrinkled, still convinced she is the greatest of all, too self-centered to notice the progress of her younger sisters. Or maybe she is too busy having fun to get the laundry and chores done.

Traveling as we did in our own car, we could get so much closer to the countryside, the people and the architecture. If we saw something interesting, we stopped. If a map or book indicated a point of note in the area, out came our *Guide Europa* and down a by-way we raced. Almost half our mileage was amassed on lesser roads, untraveled by tourists. No, we didn't get lost; maps are accurate and roads clearly marked. Only in Spain are filling stations scarce. Car trouble? None of importance, no flat tires, and no scraped fenders. The average European driver far excels the same animal in our country, and is usually quite courteous. Novel, what?

Food? It was wonderful! Hotels were decidedly not deluxe in small towns, but really excellent in all cities



This is Membury, a little Devonshire village with the stone walls and thatched roofs that means rural England to so many. Traveling by car makes it possible to see many by-way things not on the itinerary of the average motorist.

but Paris. Roads, superior in most cases to ours; and the attitude of people, friendly, helpful, honest and courteous in all but Paris and Naples. These two are filled with more angle boys and extended palms than anything you could imagine. For one third of the cost of a day in Rome, you will be better housed and better fed in Madrid. Paris is just about twice as expensive as Rome.

In Majorca for less than \$8 a day, a couple can obtain a beautiful room overlooking the Mediterranean, and three fabulous meals each. A big night out, with all food and drink included, rarely exceeds \$10 a couple in Copenhagen, Oslo, Stockholm or Amsterdam. Lunch for five in Athens cost us 480,000 drachma; but since it takes a wheelbarrow-full to purchase

(Continued on Page 8)



Copenhagen is growing so fast it threatens to absorb all Denmark. This is a view of one of the city's squares, with the Palace Hotel (for tourists) at the right.



Baalbek, midway between Beirut and Damascus, was a high point of the entire trip. Of all famed architectural relics, those at Baalbek were the most fascinating. Here lie remains of Roman temples — fluted drums of solid marble 8 feet across, all hauled by sea from Greece and Italy then dragged across 75 miles of desert.



Not all Germany was devastated by the war. This is the market square in Teubingen, with the fine old City Hall at the left. Such sights as this are alone worth the trip.

a pair of socks, this wasn't too bad. Our expenses for gas, maintenance, garage, hotel and meals averaged just about \$20 a day for us both. Cheaper than staying home! Given the aforementioned independent means, t'would be a pleasure to answer that description of a gentleman.

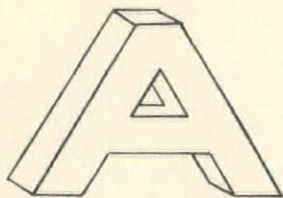
Educational? Decidedly. Prefabs and prestress in England; wonderful housing developments and precast facings in Denmark; a fourteen-story concrete frame erected in 14 days in Germany; and entire buildings completed in less than four months. Tremendous cantilevers and spans everywhere in concrete of unbelievably thin section. Color; from Le Corbusier's Marseilles "stock" to a new department store in Bergen, Europe is getting away from the drab greys and browns of the past. Mistakes? Yes, they make them too. We saw a really large garage, constructed of prestressed girders and filler slabs, that had collapsed on several hundred undelivered new cars. Concrete in motion?

Going over as we did in January, we avoided the tourist rush. True, the Louvre was a bit cool; but we had it much more to ourselves. In Madrid the Prado museum contained only a few art students. In Cairo our party provided 80 per cent of the occupants at the National museum. Roads are practically deserted, advance reservations unnecessary and restaurants only half full until the middle of May. We saw less rain in five months than they had the last two weeks of June or in July this year.

Yes, I know I haven't answered this question of independent means. Just by suggestion, why not try renting your house, getting someone to keep an eye on the office, combine this with business in some manner (I think you know what I mean) and just "take off"?

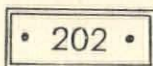
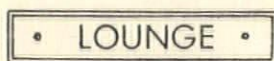
Just like when you reach the end of the road, things go on without you. But this time you'll have the pleasure of returning — telling of, and many times reliving, your trip. You'll probably be as surprised as I am at how similar are the problems of the architect everywhere. But seeing is believing.

IN DESIGN: IT'S THE LITTLE THINGS THAT COUNT.



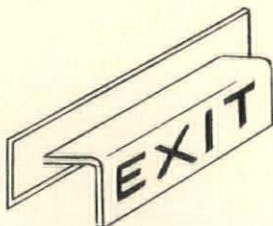
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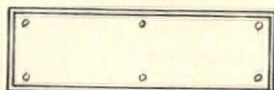
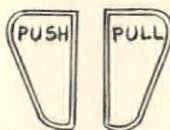
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Uniform Code for Dade County

Long-time efforts to establish a uniform building code for all communities in Dade County are destined to be successful in the near future. That probability was forecast when the Dade County League of Municipalities voted unanimously at its most recent meeting to endorse the code project.

That brings the unified code a long way nearer realization, with the next step a plan for financing the project. Cost will be in the area of \$20,000. The plan for raising this sum will probably be worked out on a pro-rata permit basis; and Dade County authorities have already signified their willingness to put up their share.

In effect, all this means that a unified building code for Dade County will actually be written. Undoubtedly this will be the case even though some municipalities should decide not to go along with the majority. Time will be the best cure for any situation such as that; for with the county and most cities operating under uniform building regulations, it will become obvious that any community which has placed itself outside this circle has made an unwise move.

Adoption of a uniform building code for Dade County is significant far beyond the boundaries of the area itself. It is of importance to every element of the construction industry in every section of the State. Even now officials of both Broward and Palm Beach Counties are watching with keen interest the progress being made on the Dade County project. And if use of uniform building regulations proves as successful here as in other areas—the Pacific Coast states, for example—its adoption by counties and municipalities throughout Florida will probably be only a matter of time.

Responsible leaders of Florida's construction industry — architects, engineers, builders — have for many years recognized the difficulty of operating, within the same general area, under widely differing building regulations. There's no reason why one set of rules should be good on one side of community boundary and ille-

gal on the other side. And there is also no reason why a building code that's basically good for South Florida shouldn't be developed — and expanded in special areas if needed — so that it could serve equally as well in the interests of public safety and sound construction for every city in Florida.

That's the new goal. And the argument for it is contained in the resolution adopted by the Dade County League of Municipalities. Here are the premises upon which the Leagues endorsement was based:

"In addition to a large, thickly populated land area governed by the Board of County Commissioners, Dade county comprises within its boundry some 26 incorporated cities, towns and villages. The county board has a building code to which all builders and architects must conform, and each municipality has its own separate code which is legally binding within its limits.

"Most of these codes differ in a variety of ways, some material, some inconsequential, but all causing needless and endless confusion, delays, expense and irritation.

"Since knowledge of the law is imputed to everyone, ignorance of these codes is no excuse on a charge of violation. Yet it is almost beyond the ability of average men to know the host of rules and regulations that administrative agencies and boards have engrafted on the codes themselves.

"Sometimes, indeed, such rules and improvisations, being rarely published, are discovered while work is in progress, with the result that painful delays await the decision of the archi-

tect as to an escape from the situation.

"In the construction industry, perhaps above most others, time is money and delay is costly. Change involves expense for owner, builder and architect, with no resulting benefit.

"The differences which may exist between one area in Dade county and another are meaningless insofar as a general building code is concerned. Some parts of the county are more populous than others. Some are lower, some are higher, some near open water, some more remote. But in the main, all face common conditions and the same hazards.

"The adoption of a uniform building code by the county and all of the municipalities therein will correct the above conditions, will reduce the cost of construction, avoid confusion, and provide for orderly and efficient government."

These premises — and the subsequent decision to endorse a uniform code based on the one now in use on the Pacific Coast — are the core of the years-long effort of many organizations to get a uniform code for Dade County. Such organizations include: Florida South Chapter of the A.I.A.; South Florida Chapter, A.G.C.; Building Officials Committee; Miami Builders Exchange; Miami Chapter, Florida Society of Professional Engineers; and the Professional Engineers Association of South Florida.

Spearheading this drive for the architectural profession has been the hard-working committee of the Florida South Chapter, chairmaned by IGOR B. POLEVITZKY and including ROBERT L. WEED, LEROY K. ALBERT, NORMAN SKEELS, EDWARD REMPLE and EDWIN T. REEDER.

KEEP WRITING TO THE LEGISLATORS!

Last month's issue containing the article on the need for new construction and equipment for the College of Architecture and Allied Arts at Gainesville was mailed to every State Senator and Representative. Reprints were also distributed by the University. Legislators know about it; they should know you do too. Write them; and keep doing it!

Chapter News & Notes

FLORIDA SOUTH and BROWARD COUNTY

These two chapters joined forces for their July meeting and took over the Miami Shores Country Club for an evening that was mostly just food, fun and conservation. President EDWIN T. REEDER of the host Chapter, kept the business session to a crisp minimum; and after dinner the group enjoyed a presentation, through the courtesy of the U.S. Steel Corporation, of a full-color sound movie portraying the fabrication, transportation and erection of the steel framework for the United Nations Building in New York.

Several guests attended the get-together, among them FRANK GOULDING, of the Aluminum Company of America and president of the Miami Chapter of the Producers' Council. Another was PHILIP L. PRITCHARD, formerly with *Architectural Forum* and currently publisher of a unique handbook of contemporary interior design called *Furniture Forum*. Publisher Pritchard is planning to move his home and business to Florida in the near future.

PERSONAL

J. VANCE DUNCAN has opened his own office for the practice of architecture in the Hall Building, Ocala. He recently returned from Massachusetts where he had been doing graduate work in architectural design at Harvard University. Prior to that he had been associated with his brother, E. BRYAN DUNCAN, in the firm of Duncan and Duncan, architects, Ocala.

Ocala now has three architectural firms, the Duncan offices and BITTNER & CROSLAND. All principals are members of the A.I.A.; and all firms are currently sharing in the Marion County school construction program as well as school projects in surrounding counties.

PERSONAL BRIEFS

ROBERT L. WEED, Miami, has been reappointed to Municipal Board which passes on building materials and techniques.

SEPTEMBER, 1954

NORMAN BYRON FLAGG

On August 3rd, death came suddenly to NORMAN BYRON FLAGG, 43, from a heart attack. A graduate of the Clemson College of Architecture, he had been a member of the University of Florida's architectural faculty since 1946. Well remembered by many Gainesville graduates, he was married and leaves a wife and two children, DAVID, 17, and LAURA, 12.

FROM SARASOTA . . .

"Organized professional activity in the Sarasota-Bradenton area has, in recent years, been almost non-existent. However, there is slated for August 24 a meeting of the group here which I hope may mark the beginning of a revitalizing influence in affairs here. Definite objectives will be proposed; and I am sure they will form the basis for a newsworthy report in the next issue."

—John M. Crowell

(Continued on Page 17)

STATE BOARD GRANTS 40 REGISTRATIONS

The State Board of Architecture granted 40 new registrations for the practice of architecture in Florida during the months of May and June. This brings to 69 the total number of registrations issued since the first of the year.

Florida residents granted registrations in May and June were:

DAYTONA BEACH:

Carl Gerken

FT. LAUDERDALE:

Edwin Albert Koch

GAINESVILLE:

Arnold Frederick Butt

HOLLYWOOD:

Arthur A. Frimet
James Mitchell Harvey

JACKSONVILLE:

Thomas Edwin Ewart, Jr.
Curt Culver Scheel

LAKELAND:

George Edward Lees

MIAMI:

Regis Leo Gallagher
Joel Meyer
Hiram Maxwell Parish

MIAMI BEACH:

Robert Lewis Glasser

SARASOTA:

William John Rupp

TALLAHASSEE:

Charles Ernest Daffin

WEST PALM BEACH:

Donald Richard Edge

Out-of-state registrations were as follows:

ALABAMA:

Paul Willis Hofferbert
Willie Charles Strickland

CALIFORNIA:

Charles Luckman

CONNECTICUT:

Lynedon Stanley Eaton
William Reino Kari

DISTRICT OF COLUMBIA:

John Hans Graham
Ronald S. Senseman

ILLINOIS:

Charles Erwin King
John Barr Todd

MARYLAND:

Walter Durand Byrd

MASSACHUSETTS:

John Thomas Doran

MICHIGAN:

Orus Orville Eash

NEW JERSEY:

Kenneth Whitney Dalzell, Jr.
Harold Wiener

NEW YORK:

Allmon Fordyce
Clinton B. F. Brill
James Emaulel Casale
Drew Eberson
William Hamby
Theodore Hood
John Emil Kempf

PENNSYLVANIA:

Joseph Hoover

SOUTH CAROLINA:

Carl Edward Epting, Jr.

TENNESSEE:

Reginald V. Arnold

UTAH:

Theodore R. Pope

J. C. C. Takes Its First Long Step

(Continued from Page 3)

sults of the Orlando meeting. They are important as evidence that the mechanics of a State-wide Joint Co-operative Committee have finally been brought to a stage of actual operation. But as is so often the case relative to the successful creation of any sort of inter-industry co-operative body, the intangible results of the meeting are of even more vital significance. These were the evident resolve, on the part of both contractors and architects alike, that constant and consistent effort should be made to develop a program of joint activities that would prove a force for progressive improvement throughout the entire construction industry.

That resolve was merely the echo of the high note upon which the Orlando meeting opened. At the outset IRA KOGER, President of the Florida A.G.C. Council, read a letter from JOHN MCLEOD, National A.G.C. president, which said, in part:

"The Associated General Contractors of America is a firm believer in, and staunch supporter of, joint co-operative committee work, nationally and locally, between the A.G.C. and other appropriate divisions of the industry which all have to work together.

"I think that perhaps the greatest value of the joint committee lies in its basic concept of industry-wide co-operation. The Joint Co-operative Committees between the A.I.A. and the A.G.C. have become a symbol of the desire of architects and contractors to understand each other's problems and to transcribe these understandings into practices and policies which benefit the entire building industry and the public."

In commenting on the need for, and the desirable purposes of, the new organization, Koger said:

"There is every reason why architects and general contractors should join their forces for leadership and coordinate their mutual interests for the benefit of Florida's expanding construction industry. We contractors cannot live without the architect. On the other hand, it is safe to say that architectural practice could not long continue without the services of general contractors."

"Both of us work for the owners of buildings we design and construct. In the largest sense these owners are the public; and our responsibility to them is actually a responsibility to the people of Florida. Our chief job is to serve the people of our state and

our communities; and it is my firm belief that by solving some of the problems that presently exist in the construction industry through active cooperation based on mutual understanding and good will, we will both be able to do that job better."

The Orlando meeting was set up and programmed by the Florida A.G.C. Council through its headquarters office at Palm Beach. But Koger, as the Council's president, made it clear that inspiration for actual formation of the State-wide Joint Co-operative Committee, came initially from F.A.A. President IGOR B. POLEVITZKY.

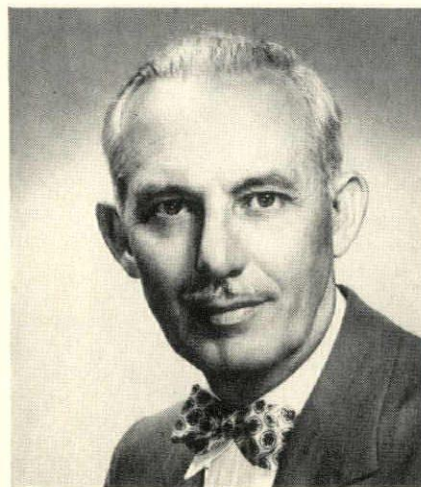
"Igor Plevitzky's speech last spring at Palm Beach," said the A.G.C. Council president, "was the spark that really started the train of action leading to this meeting. That speech, before some 200 construction industry leaders, sketched the type of all-inclusive cooperative activity which I sincerely hope will ultimately be possible to accomplish."

"This initial meeting of architects and contractors can be the first step toward that long-range objective."

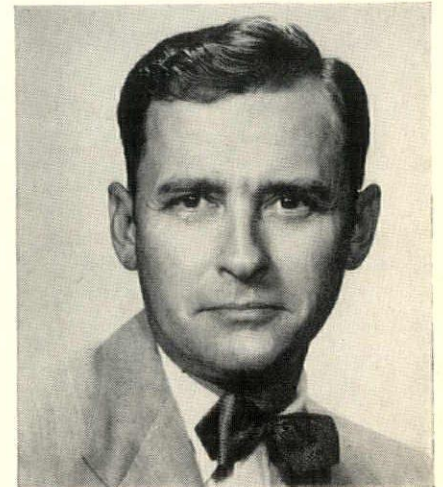
General Contractor representatives at the meeting were: W. H. ARNOLD, Palm Beach, Fla. East Coast Chapter—who acted as temporary chairman of the Orlando meeting; JACK O'BRIEN, Tampa, Fla. West Coast



G. CLINTON GAMBLE, A.I.A., was chosen as Permanent Chairman of the Florida State J.C.C. A principal in the firm of Gamble, Pownall & Gilroy, Architects, he is also Treasurer of the F.A.A.



W. H. ARNOLD, named Vice-Chairman of the State-wide J.C.C., is Vice-President of the Arnold Construction Co., Palm Beach, a Past-president of the Florida East Coast Chapter of the A.G.C.



WILLIAM P. BOBB, JR., the State-wide J.C.C.'s first Secretary, is also secretary of the Florida State A.G.C. Council and for some years has been Executive Manager of the Florida East Coast Chapter of the A.G.C.

Chapter; JAMES M. ALBERTS, Miami, South Fla. Chapter; T. E. CHASEN, Tallahassee Chapter; J. HILBERT SAPP, Orlando, Central Fla. Chapter; HARRY EATON, Panama City, Fla. Gulf Coast Chapter, and IRA M. KOGER, Jacksonville, President of the Florida A.G.C. Council, N. E. Fla. Chapter.

Accompanying the A.G.C. members were: PAUL H. HINDS, manager of the South Florida Chapter, WILLIAM P. BOBB, JR., Secretary of the A.G.C. Council and manager of the Fla. East Coast Chapter; and EDWIN R. BROWN. HARRY BLANCHARD, representative from the N. W. Fla. Chapter at Pensacola, was unable to attend.

The architects' group included the following F.A.A. members: JOHN L. R. GRAND, Gainesville, Fla. No. Central Chapter; HARRY C. POWELL, Jacksonville, Fla. No. Chapter; WILLIAM R. GOMON, Daytona Beach Chapter; JOSEPH SHIFALO, Orlando, Fla. Central Chapter; GEORGE J. VOTAW, West Palm Beach, Palm Beach Chapter; ROBERT G. JAHIELKA, Ft. Lauderdale, Broward County Chapter; and two members-at-large, FRANKLIN S. BUNCH, Jacksonville, and CLINTON GAMBLE, Ft. Lauderdale. Neither MISS MARION MANLEY, or H. M. BURNHAM, her alternate, of the South Florida Chapter at Miami, attended the meeting. The FLORIDA ARCHITECT was represented by the editor, ROGER W. SHERMAN.

Sub-Committees named during the organization meeting by Chairman Clinton Gamble were as follows:

BUDGET: A.G.C. members Ira Koger, J. Hilbert Sapp; F.A.A. members Franklin S. Bunch and Harry C. Powell.

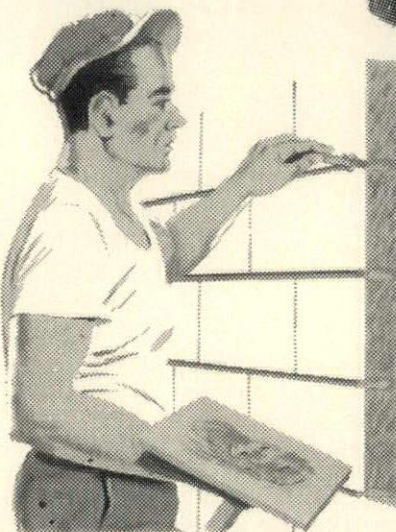
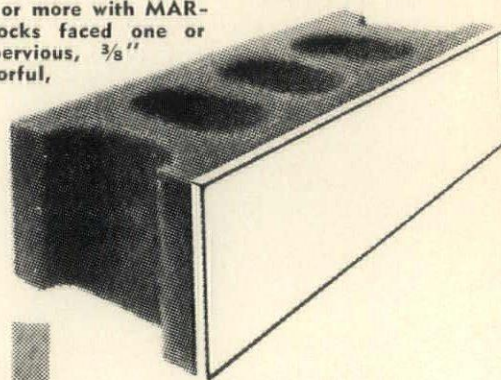
U. OF F. SCHOLASTIC AWARD: Architect John L. R. Grand and Contractors T. E. Chasen and Jack O'Brien.

REFERENCE LIBRARIES: James M. Alberts, A.G.C.; and Robert G. Jahielka, F.A.A.

BIDDING PROCEDURES: Contractors J. Hilbert Sapp (Ch.), James M. Alberts, Jack O'Brien; Architects George J. Votaw, Joseph Shifalo and Robert G. Jahielka.

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There's More to Form Than Function

By JOSE LUIS SERT, A.I.A.

Dean, Faculty of Design, and
Chairman of the Department of
Architecture, Harvard University

From an address given before the Seminar on "The Changing Philosophy of Architecture" at the 86th Annual Convention of the A. I. A., in Boston, Mass.

When revolutionary changes occur, there is a tendency to sweep the house clean, a spiritual urge to remove good and bad, to start a new life. Architecture has been going through this revolutionary house-cleaning since the twenties and early thirties, and the renovating experiment has been a very exciting one.

The radical and rapid liberation from historic styles and academic formulas has opened a tremendous new field for creative design. Changing spiritual, social, economic and technical factors are all shaping our architecture, and can help develop a contemporary style richer in forms, with a more complete architectural vocabulary.

New, thrilling experimental work may be often inclined to consider one or two of those factors and forget the others—the technical and economic is often overstressed, the spiritual forgotten. The changing, new factors also make us overlook the permanent ones, those tied to man and climate. In our urge to discover the new, to make the smallest, simplest building sensational, we often forget the place and limited role of isolated buildings. In consequence, we lose unity and harmony; serenity and scale, and our communities are becoming more dehumanized.

Where is all this leading us? What are our communities going to look like in a few years if present trends continue? What, in more general terms, are we doing to our *environment*?

We should not forget that the improvement of our physical environment is our main goal. This, of course, is not the task of the architect alone; he needs the help of economists, sociologists, city planners, engineers, educators. But the architect's contribution should be one of the greatest. And he should be conscious of this fact *and claim the role that is his*.

The field of civic design in the redevelopment of central areas has not yet been sufficiently explored by city planners and architects, and only some timid attempts have been made to date. Yet, if this country is going to continue to develop in peace and prosperity, the greatest challenge to us architects in the coming years may be right there.

Architects have only lately become more conscious that buildings in their majority are parts of cities, related to their environment. They have begun to consider the conditions of that environment in the development of their designs. We are also becoming aware of the urgent need for good city plans and good building and zoning codes if good architecture in the neighborhood scale is to be produced.

The good, average architecture made beautiful cities in the past, and was in a way more important than the isolated, outstanding monuments. This good, average architecture, worked out in some periods in the past, is what is most needed today. An architecture of good proportions, serene and dignified, where no house

tries to outdo the neighbor's, where the whole street, square, neighborhood or town is balanced, harmonious, and beautiful. Balance should be our great concern; we need it in these troubled days.

All this is part of function if the word is taken in its broadest meaning, because the function of true architecture is to serve man's spiritual aspirations as much as his material needs. In our materialistic times we have taken "functional architecture" (too often synonymous with modern) to mean one that serves only material needs, where everything has a practical justification and no other. This is the negation of the role and significance of architecture. *Architecture has been, is, and will remain one of the major arts*. It certainly has to meet practical needs. But if materialistic functionalism is its only goal, there is no need for architects.

We have a higher task to perform. We are not only concerned with the knowledge of the needs and problems of today, and of the best technical methods and materials to meet those needs, but also with beauty.

Functionalism has been widely accepted as the guiding principle of all architectural work, but it has produced clichés of an appalling poverty. These clichés have replaced the old academic architectural vocabularies. Today we need a new vocabulary, rich and flexible. Functionalism alone does not satisfy our needs.

The first modern buildings gave

up many things in the name of functionalism. Many elements that could have added a greater architectural expression. For example, buildings did not make proper use of the sculptural possibilities of architecture or of the language of shadows that the changing sun takes care of making alive.

Today we are coming back to the use of these elements that have always been part of the architectural vocabulary. They have nothing to do with any particular style of the past—they belong to buildings of all times. A new appreciation for the Baroque has developed. We recognize that there is a lesson to learn in the architecture and city planning of that period. Undulating lines, curved surfaces, a concept of continuous flowing urban space, etc., can be incorporated into the architecture of our times, not conceiving these forms in stone or bricks, but in the light of new materials available today. We need some things that the functionalists considered useless and superfluous. Poetry is also part of life.

Architects today, especially the young architects, are faced with a tremendous task—that of making the public at large understand the real value and importance of good architectural design. This contribution the architect can make—to the improvement of our environment and, consequently, to society—helping people to live better and be happier.

We are living through times that provide great creative possibilities to the architect and the city planner. There is no doubt that our cities will be rebuilt and the living conditions in them will become more human. In a few years from now, we will possibly look at the experiences of today as something very useful, a first step in the development of an architectural style that will no longer be merely functional. It will make use of a more complete architectural vocabulary where modern materials and better building methods will be a means to produce new communities, harmonious and beautiful, where people will live in a peaceful and congenial environment.

Horizontal installation of "Chexlite" solar control vanes on Douglas Elementary School, Miami, Florida. Architects: Petersen and Shuflin.



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Producers' Council Program

What many architects may not realize is the fact that 66 of the 148 nationally-known firms that make up the membership of the Producer's Council, Inc., have representatives in Florida with 122 individuals listed on the state roster. That's an indication in itself that building is an increasingly important part of the State's economy.

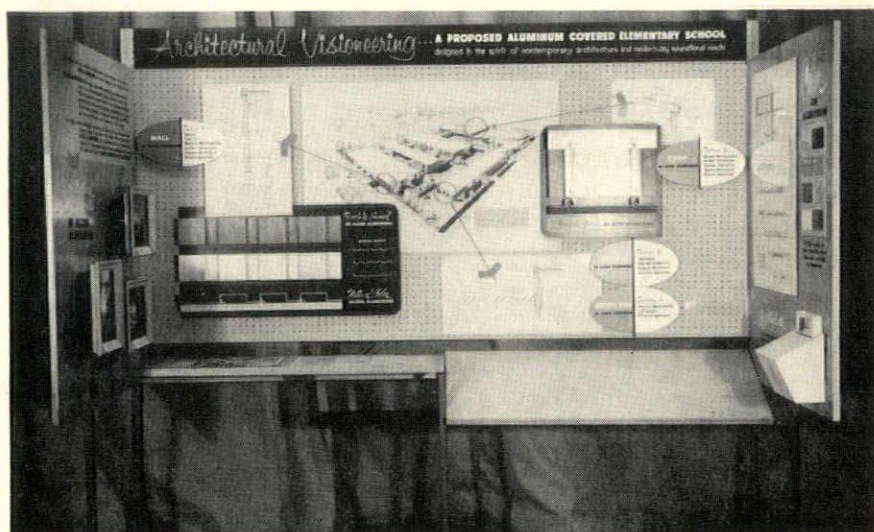
Sixty-two of these representatives in Miami; 49 are located in Jacksonville. The Council's two Florida Chapters are in these cities. Recently elected officers of the Jacksonville Chapter are: *President* W. J. BALDWIN, JR., Jacksonville Sash & Door Co.; *Vice-President*, GEORGE P. COYLE, George P. Coyle & Sons; *Secretary-Treasurer*, DEAN M. JOLLEY, Ceco Steel Products Corp.

In October, both Chapters will be hosts to the Producers' Council *Caravan of Quality Building Products*. The *Caravan* is a full-scale display of the latest word in building products manufactured by 43 firms and ranging all the way from structural clay products to Venetian blinds. Exhibits are packed into an enormous trailer

van that during the year will cover the 33 major marketing areas of the country. At each city exhibits are taken out of the van and set up in a suitable display space so that each represents a free-standing, well-lighted display, designed to present helpful information as well as an attractive showing of the products involved.

The *Caravan* exhibit will be held in Miami on October 12, in Jacksonville on October 15. Details relative to display locations and hours will appear in these columns in next month's issue.

The yearly program of the Miami Chapter "Informational Meetings" started on Tuesday evening, August 31st, at the Coral Gables Country Club. It was sponsored by *Levolor Lorentzen, Inc.*, and titled "The New Look In Venetian Blinds." The meeting was a dinner affair, starting with cocktails at 6:30 and was well attended. There will be four such sponsored meetings this year, each designed for the double purpose of presenting information to architects and giving both architects and manufacturers representatives an opportunity to know one another better.



Typical of the *Caravan* exhibits is this pre-fabricated, portable display of aluminum products as applied to school building construction. It's an ingenious way of presenting product samples, technical data and application suggestions in a compact area, designed for quick comprehension.

Chapter News

(Continued from Page 11)

FLORIDA CENTRAL

The Annual Meeting, by long custom scheduled for the second Friday in October at the St. Petersburg Yacht Club, will this year be held in Orlando. The decision was made by Chapter action. Part of that action was without precedent in that members took into account that the past three Chapter meetings had been held on the West Coast—and that some reward was due Chapter members from the St. Pete area for the excellent entertainment with which these meetings have been identified.

W. KENNETH MILLER was designated by Prexy RICHARD JESSEN as program chairman. He will be assisted by wife Trudy in charge of arrangements for visiting wives who, incidentally, have added immeasurably to the undeniable success of recent Chapter meetings. Tentative plans for the October 9th meeting embrace a visit to the beach on the following Sunday, October 10th—with swimming, boating, fishing or just plain relaxing as the choice for all who can stay over the week end.

Three new men from the Orlando area were elected to associate membership in the Chapter at the quarterly meeting held in Tampa on July 10. They are:

RICHARD BOONE ROGERS—Born in Orlando of pioneer stock, Dick Rogers is a graduate of the U. S. Naval Academy at Annapolis, Md., and also a graduate of the College of Architecture of Columbia University. He returned to Orlando in 1934, obtained his architectural registration shortly thereafter and has been engaged in professional practice ever since.

ROBERT BURBANK MURPHY—After graduating from the Clemson College of Architecture, Bob did post graduate work at the Harvard University School of Design. He has been in independent professional practice for a number of years and since 1952 he has been supervising architect for the Florida Hotel and Restaurant Commission for the Orange County area.

JAMES E. WINDHAM — Orlando
(Continued on Page 18)



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Chapter News & Notes

(Continued from Page 17)

born, Jim studied at the U. of F. College of Architecture and Allied Arts, graduating in 1950. He was associated with Bob Murphy until his registration was granted last January. Immediately thereafter he started his own professional practice, sharing offices with Murphy.

The Orange County Architects' Association—comprised largely of Chapter members from Orlando and Winter Park—has begun a series of bi-monthly TV programs as guest panelists on the Station WDBO-TV show, "Homemaking Is Fun." The show is of 15 minutes duration, has a good afternoon spot at 3:30 and is chairmanned by JOSEPH SHIFALO of Winter Park.

The first show, entitled "Modern Kitchens," was conducted by Joe Shifalo. The second featured "Space Relationships" with Bob Murphy as guest expert. The third of the series will present Jim Windham, whose subject has not yet been announced.

MISS BETTY ARWOOD, producer and director of the program, has reported an excellent public response. The station services all requests for information that develop as a result of the program and in doing so adds a standard and practical suggestion, "Consult the Architect of Your Choice—Consult Your Architect."

The Orange County group customarily holds monthly dinner meetings. That of July 14 was concerned with the subject of "Relations with the Building Industry" and was chairmanned by Joseph Shifalo who is on that Institute committee for the Chapter.

As special guests the group had representatives of varied allied professions and trades, including: R. L.

MAYNARD, engineer, recently appointed as Orlando Building Inspector; ROBERT JOHNSON, president, local chapter of the A.G.C.; ROBERT LARSEN, president, Central Florida Home Builders; BILLIE FULLER, president, Central Florida Builders Exchange; MRS. VIOLA HARRIS, Executive Secretary of the Central Florida Builders Exchange; HOWARD PALMER, president, Electrical Contractors' Association; and GORDON MILLER, president, Orlando Plumbers' Association.

Each guest made a distinct contribution to a better understanding between their groups. The meeting was moderated by the president of the architects' group, FRANCIS E. EMERSON, of Winter Park. Following the dinner and guest comments, an excellent full color sound movie was shown through the courtesy of the United States Steel Corporation. It depicted the fabrication and erection—from foundation to flag finial—of the steel framework of the United Nations Building in New York. The production is of top quality and interest—and this correspondent suggests that, if not already arranged for, it would prove highly acceptable as part of a meeting's entertainment for other F.A.A. chapters.

—W. KENNETH MILLER

PALM BEACH

Activities of this Chapter continue to be pin-pointed on perfecting arrangements for the 40th Annual F.A.A. Convention—and will without question remain that way until the Convention has passed into history. Members are enthusiastic about progress being made along these lines;

OBJECTIVES

The objectives of the Florida Association of Architects shall be to unite the architectural profession within the State of Florida to promote and forward the objectives of the The American Institute of Architects; to stimulate and encourage continual improvement within the profession; to cooperate with the other professions; to promote and participate in the matters of general public welfare, and represent and act for the architectural profession in the State; and to promote educational and public relations programs for the advancement of the profession.

and the general opinion is that this Convention will not only prove a milestone of F.A.A. progress, but will also offer an opportunity for a wonderful East Coast holiday.

RAY PLOCKELMAN, General Convention chairman, is particularly anxious to emphasize that a Palm Beach location *does not mean an expensive meeting!*

Final scheduling of all Convention activities has not yet been done. It is hoped that a complete Convention Program will be ready for publication in these columns for October. Two items can be reported now, however. One is a brief ceremony honoring our two new Florida Fellows, SANFORD GOIN and MARION SIMS WYETH. The other will be an address to the Convention by Governor-Nominee LEROY COLLINS

Suggestions relative to specific Convention activities can be addressed to the following committee chairmen:

Registration Secretary — MAURICE E. HOLLEY, Plaza Circle, Palm Beach.

Treasurer—DAVID S. SHRIVER, 335 Worth Avenue, Palm Beach.

Architectural Exhibits — BELFORD W. SHOUMATE, 222 Phipps Plaza, Palm Beach.

Building Products and Student Exhibits—GEORGE J. VOTAW, 210 Okeechobee Road, West Palm Beach.

Program and Entertainment — HILLIARD T. SMITH, JR., 1122 N. Dixie Highway, Fort Worth.

Publicity — EMILY and HAROLD OBST, 289 Hibiscus Avenue, Palm Beach.

Hospitality and Ladies Entertainment—JOHN STETSON, 217 Peruvian Avenue, Palm Beach.

Transportation — WILLIAM AMES BENNETT, 361 S. County Road, Palm Beach.
—HAROLD OBST.

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Though response to the suggestion of FAA Treasurer Clinton Gamble that outstanding Chapter dues be promptly paid was gratifying, a number of members are still in arrears. If YOU are one of them, please write a check — today!

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- **It's More Flexible . . .** The F.A.A. State Program lets you fit the benefits you want to the budget you can afford — with 8 different monthly income plans from which to choose.
- **It's Continuous . . .** Health-Accident Insurance under the F.A.A. State Program doesn't terminate at age 70 as many others do.
- **It Gives You More . . .** The F.A.A. State Program pays for a sickness disability period 2½ times longer than other plans — and pays several benefits **in addition** to monthly income.
- **It's Ready For You NOW . . .** Application may be made and individual policies written any time up to age 65.

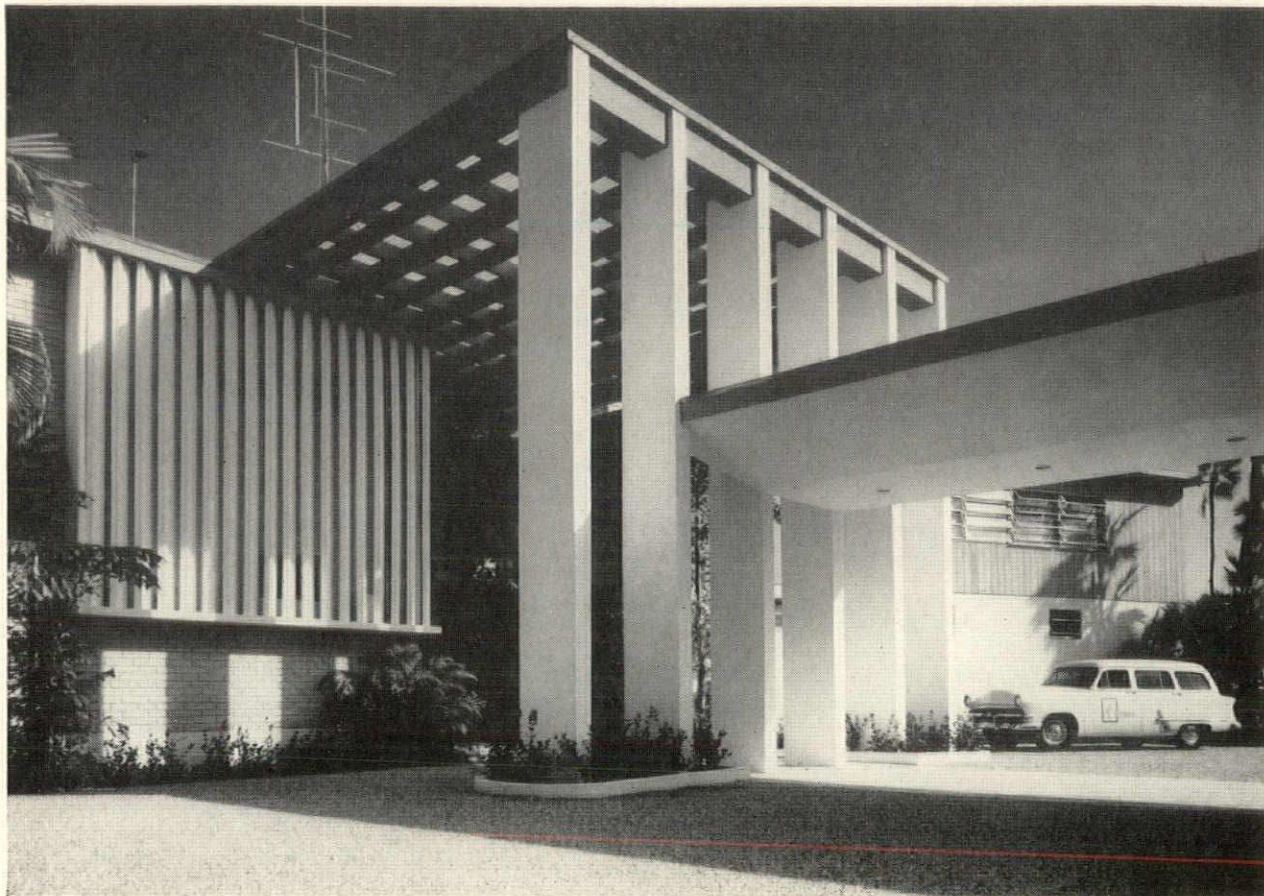
You can't tell when disability may suddenly stop your income. But you **can** protect yourself against the possibility by enrolling now in the F.A.A. State Program . . . Accident or sickness won't wait for **you!** Why wait for **them** until it's too late?

The F.A.A. State Program is sponsored by:

- **THE FLORIDA ASSOCIATION OF ARCHITECTS**
Its Group Disability Insurance underwritten by:
- **THE INTER-OCEAN INSURANCE COMPANY**
Applications should be made to:
- **BEN W. BALAY, Manager, STATE OFFICE**
1202 Florida Title Bldg., Jacksonville 2, Florida

DON'T PUT IT OFF - ENROLL NOW!

... Beyond This Portal Lies A Glorious Palm Beach Holiday!



"Architecture Under The Sun"

**40th Annual Convention of
the Florida Association of
Architects, La Coquille Ho-
tel, Palm Beach, November
18th 19th and 20th.**

Theme of the November F.A.A. Convention will be dramatized to delegates and the public alike via an exhibition of architects' work. Plans now being perfected by Exhibition Chairman Belford Shoumate indicate that the exhibit will be a gala one, both in quantity and quality.

Exhibit center will be the Norton Gallery of Art which will be virtually at the disposal of architects during the convention and through the following week end when the exhibit will be open to the public. No limit is being placed on size, quantity or type of projects to be shown. All F.A.A. members are at liberty to send as many exhibits as they wish — and within space limitations everything will be displayed.

But exhibit material *must* arrive at the Norton Gallery of Art, West Palm Beach, care of Belford Shoumate, by November 10th. And all must be sent prepaid. After the exhibit they will be returned, collect.

Submissions may be in the form of

photographs, renderings or models. And uncompleted projects are as eligible for showing as completed buildings. Final decisions relative to the possibility of awards or mentions for various classes of work — also the question as to whether or not part of the exhibit will go on tour — have not yet been made. But all F.A.A. members will receive a special letter containing full information in plenty of time to meet the November 10th deadline.

Registration forms for the Convention have been completed and are now in the mails. Convention Chairman Ray Plockelman urges that they be returned as quickly as possible, as accommodations at La Coquille are limited.

Exhibition space for manufacturers is also limited. A number of reservations have already been made; and George Votaw asks that those interested contact him at once. This exhibit will also be open to the public the week-end following the convention.

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Morris Lapidus, Architect

Miami's magnificent new 14-story Ainsley Building is an outstanding example of the beauty and utility of Artex aluminum panel exterior walls combined with Artex windows.

Three sides of the Ainsley Building contain 21,480 square feet of window area — a total of 2,031 windows plus an equal number of aluminum spandrels.

In all, 90,000 pounds of aluminum were used in the structure. The speed and ease of panel window wall installation saved hundreds of man hours and since the all-aluminum frames and spandrels require no paint, future maintenance requirements will be negligible.

First in the South to use the new "aluminum skin" construction eliminating laborious masonry wall erection, the Ainsley Building is only one example of outstanding Artex jobs including the Bowman F. Ashe Memorial Building at the University of Miami, the Corrigan Building in Dallas and the new Fontainebleau Hotel at Miami Beach.

To gain speed and economy in completing construction, South Florida architects are invited to consult our engineering department for complete data and costs. Please contact our Miami office, 6721 N.W. 36th Ave. Phone 65-6411, or our South Carolina general offices.

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